BULLETIN FROM

The New York Office 404 East 55th Street, New York

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A Suggestion - I Hope a Constructive One

Travelers are on the wing. Every day you are seeing representatives from publishing houses and placing orders on books beyond the period already covered by the reports. We have reported 170 titles for January and February publication; the current issue gives you 90 additional reports. The February 1st and 15th issues are the heaviest of the winter season. BUT some of you will not see the travelers again on March and April books and are forced to place your orders now or lose (in some instances) the benefit of travelers' discounts. We are doing all that is humanly possible to keep abreast of the flood. The publishers are sending us material almost as fast as they receive galleys from the presses. Missing material indicates that nothing is available as yet. My suggestion is this. Place protective orders. Keep a record of the titles ordered on which reports have not been made. Clip these notes to your index sheets. Then, when the reports come through, adjust your orders accordingly. And remember this, for efficient use of the service, it is essential that you keep your key index sheets up to date, by transferring the bi-monthly indexes to the key sheets.

For those of you who are buying very carefully, a close follow-up on starred titles will, in most instances, give you a safe basis of selection. Note again that the section on Mysteries, Westerns and Thrillers is a list of recommendations. Titles not appearing on the list are deliberately omitted because they are inferior in quality. Juveniles for Spring will be reported in the February 15th March 1st issues.

MUST BOOKS

(This differentiation indicates a readymade market)

February 1

Nathan, Robert ROAD OF AGES Knopf

** The enthusiastic readers of One More Spring will be waiting for this new Nathan book. The Book-of-the-Month Club adoption means general publicity. The publishers are backing it with enthusiasm and an extensive advertising campaign. So the ground is laid....The book is a far cry from its predecessors. It is a curious fantasy of a race on the march, the Jews of the world exiled to the Gobi Desert. This is the story of their odyssey, of how the characteristics of generations come out, regardless of the tragedy that has befallen them. Petty quarrels, love, friendship, birth, death, marriage, ambition, plans for a future capitalistic state, plans for a communistic state, riots, all and more are compact in the tragic story. There is relief in bits of rare beauty, in flashes of rather cynical humor, in insight into humanity at its best and worst. Austria, Poland, Russia, Asia - the weary march takes its toll in human endurance. It is a book of underlying significance, not easy reading, and not likely to catch the contagion of popular appeal, except through the impetus of its start. Watch your turnover, before placing reorders. $2.50

February 8

Freeman, Douglas Southall R. E. Lee - Vols. 3 & 4 Scribner

** The eagerly awaited two final volumes of the definitive life of Lee, introduced to the public on October 5th, sustain the high mark set by the first volumes. An essential purchase for all who bought the other volumes, and a chance for putting new pressure on the sale of the four as a unit ($15.00). A fine press and word of mouth endorsement kept volumes one and two on the best seller lists right up to and through the holiday season....Volume three takes up the thread immediately following the death of "Stonewall" Jackson, and carries through the tragic winter of 1865. Volume four ends with the death of Lee, and includes a comprehensive bibliography and the index for these two volumes. Each volume carries its own appendix, and - as with the earlier volumes - both are carefully documented throughout. A scholarly work, profoundly moving, and at the same time essentially human. Lee emerges, not as a paragon, though it is in no sense a "debunking" biography, but a flesh and blood man, with certain weaknesses, not so much of character as of judgment. Fully illustrated, with contemporary photographs and numerous maps and charts. $3.75 each.

March 11

Stern, G. B. SHINING AND FREE Knopf

** Welcome to the Matriarch once more. Here is a book that has a sure market in all who read and loved The Matriarch and A Deputy Was King. A certain degree of familiarity with the incidents and characters of those two books is almost essential to thorough appreciation of this book. Here we have twenty-four hours in the life of the Matriarch, on the eve of her 89th birthday, the complete autocrat still, dominating all about her. It is one of her "bad times" - in the vernacular of her family, and this particular blaze of madness culminating in a rather chastened return from a terrific day in Brighton, makes hugely entertaining reading. The flow of reminiscences and anecdotes makes one feel as though breathlessly catching up with family gossip after a long separation. G. B. Stern is at her best, her most brilliant, with the Rakonitz tribe. $2.50

Don't Overlook Reports on These

A few sure moneymakers:- the new Warwick Deeping, The White Gate (McBride); a collection of short stories by John O'Hara, The Doctor's Son (Harcourt); an Arthur Somers Roche mystery (Dodd, Mead). Some books that have a definite market, the new R. C. Hutchinson, One Light Burning (Farrar); Cornelius Vanderbilt's long anticipated Farewell to Fifth Avenue (Simon & Schuster). Several significant dark horses: - a Russian novel, So Brief the Years, by Natalie B. Sokoloff (Dodd, Mead); Victorian Family Robinson, by Beatrice Grimshaw (Longmans, Green); Star of Empire, by Grant Lewi (Vanguard); The Scarlet Beast, by Francis Gerard (Longmans, Green); The Grass Grows Green, by Hortense Lion (Houghton, Mifflin); Shepherdess of Sheep, by Noel Streatfeild (Reynal & Hitchcock).

PROBLEMATICAL BOOKS - Fiction

(By "problematical" we simply mean that the market is not readymade. We try to indicate in the reports, what type of market might be secured, and whether or not the individual titles suit your type of shop. Read carefully. The answer is there.)

January 30

Talbot, Hugh GAY PAGAN Harper

The author of Gentlemen — The Regiment! in a new vein. The background is Cornwall in the time of the smugglers and their frequent brushes with the law, the story that of a lovely girl in her search for reality, first with a London lover, then with a fanatical preacher. A good tale, with meticulous attention to characterization, and with less of the cloak and sword atmosphere than would be expected. Not for too general an audience. $2.00

Early February

Franken, Rose TWICE BORN 2/28/35 Scribner

Watch your step here. The theme running through the whole story is on the edge of perversion, a study of inherited tendency toward homosexuality in the person of a young musician. Extremely well done, and from a new angle - the problem of the wife and mother, faced with the fact and the danger. A tragic story, interesting in its development, in the subject of an older woman's infatuation for the youth in the final denouement. $2.50 ✓

February 1

Chase, Borden EAST RIVER Crowell

Two books this time which may be the result of the success of Slim, and certainly directed to the same market. (See Dark Canyon, page 20). This is a good picture of the dangers, mechanics and personnel of tunnel building - a dramatization of one phase of our mechanical civilization which we take more or less on faith. Scorcher and Jumbo, the two "leads", are to be played in a film version of the story by Victor McLaglen and Edmund Lowe, and the picture may give an impetus to the book. As it stands, the market is primarily men who are interested in factual fiction, and old boys. $2.00

Ayres, Ruby M. THAN THIS WORLD DREAMS OF Doubleday,Doran

A small gossipy English village forms the background for a story of a spoiled rich girl and a patient Griselda. Tripe - but Ruby Ayres is the strap hangers' delight, and this is her usual fare. $2.00

West, Rebecca THE HARSH VOICE Doubleday,Doran

* The publisher calls this a collection of novelettes. Perhaps, by courtsey - though I should call it a collection of long short stories. One of them, The Abiding Vision is one of the best stories I've read for some time - the story of a self-made man, the wife whom he puts on a pedestal, the mistress who feeds his ego, and of what happens when the depression knocks the props out from under. There is a certain brittle vigor to all of them; the settings shift from England to America; the time is the present. Five stories in all. $2.50

February 5

Wright, Constance SILVER COLLAR BOY Dutton

"Caviar to the general" - a book that a very limited market will find rather charming and different. The story back of a portrait of a lady of fashion in 18th

century London, and the mysterious little black boy at her knee. Certainly not an essential book for any shop, but one that might appeal to some customer seeking "something different". $2.00

February 5

Bates, Ralph LEAN MEN Macmillan

A philosophical novel of an Englishman working towards a workers' revolution in modern Spain. Good pictures of political background, of various classes of society. Definitely for the "highbrow" market. $2.50

February 6

Fairbairn, Roger DEVIL KINSMERE Harper

* Cloak and sword romance - boots, saddle, to horse and away for lusty adventure and romance. The period is Charles the Second and parlous times in old England, with Devil Kinsmere fresh from the country finding himself thoroughly embroiled in court intrigue. A good tale, with no little humor to salt it. $2.00

February 16

Sokoloff, Natalie B. SO BRIEF THE YEARS Dodd, Mead

* A realistic novel of modern Russia - the story of a girl, gently born and reared, forced to become the mistress of successive men in order to keep her invalid mother from starvation. In spite of the plot, it is in no sense a "racy" story. Rather is it a tragic commentary on one aspect of modern civilization and an interesting picture of one phase of Russia today. Exceptionally well done, the writing indicates a maturity that few first novels show. $2.50

"Sinbad" SPIN A YARN, SAILOR Lippincott

No superimposed salt air in these tales of the sea, but the outgrowth of a real and personal knowledge of sailing vessels, of far voyages, of the lusty hard-bitten men before the mast. A collection of short stories that all of your readers who like sea books will want. (Author of Salt of the Sea). $2.00

February 8

Wilson, Mary Badger BORROWED PLUMES Penn

A second rate love story neither romantic enough nor bad enough for the cheap market, nor good enough for those who demand wholesome, straightforward love stories. An unconvincing handling of the theory that all wealth is hard and wicked, all poverty good and happiness-producing. Pass it up. $2.00

February 13

Erskine, John FORGET IF YOU CAN Bobbs-Merrill

A better chance for a popular sale on this than on Erskine's recent novels. The story of a "career woman" with a past, of a successful lawyer, with a present, of the idealistic son at Princeton and of the woman's secretary with whom he was in love. A study of jealousy, played on various strings, and told from a rather oblique angle by one purporting to know both sides of the story. Good circulating library material. $2.50

February 13

Grimshaw, Beatrice VICTORIAN FAMILY ROBINSON Longmans, Green

** An original and thoroughly entertaining story, suggesting a blend of Major Barbara and Four Frightened People. A too too rigidly Victorian family and six others are shipwrecked on a south sea island, and the story of the struggle of the social code versus human nature under adverse conditions, makes good reading filled with quiet humor. Should appeal to a wide range of readers, as it combines romance and adventure and a fresh philosophy of living. $2.50

Lewi, Grant STAR OF EMPIRE Vanguard

* This for those who liked Louis Dodge's The American and Arthur Pound's Once A Wilderness and other better-than-average chronicles of the soil. The saga of a cattle king, of a youth who knew his power and drove it to the limit, who waxed rich and arrogant in his sureness of his way, and who fell, in his old age, before the inexorable lasws of supply and demand. But it is more than that, for it is the saga of a vast number of our agricultural population today, who found it too easy to buy more and yet more land, and more and yet more cattle, to pile up mortgage on mortgage, note on note, and who got "caught short" with assets that had become liabilities. A timely book, written with vigor and pace. $2.50

February 14

River, W. L. & Wead, F. DARK CANYON Stokes

* This is the second book for the Slim market, mentioned above. A better book than the other, East River - or perhaps the vastness of the project, - the building a great dam, seems more gripping, more to take unto itself the minor theme of the men. It may be based on Boulder Dam - or it may not. One feels the relentless force of the construction of the dam as inevitable protagonist; the engineer, struggling to make the chiefs back home see that there is a human element to be considered, that profit is and must be secondary, struggling to make the men feel that he is working with and for them, not against them, he is simply a cog in the wheel. Flood and storm and disease are stronger than he. A man's book, primarily, but a book that gives new light to yet another phase of a new world. $2.00

Gunn, Neil HIGHLAND NIGHT Harcourt, Brace

Lewis Grossie Gibbon wrote two stories of Scotland, Sunset Song and Cloud Howe, both of which won an enthusiastic but small audience, limited sharply by the burden of dialect. This book will appeal to the same market, and a wider one, for the dialect, what little there is, is incidental. Detailed, long, slow-moving, but with a certain charm, a depicting of the mystic and softer side of the Highlander. The story of a small community living in peace and happiness, and of what happens when the people are driven from their homes to make way for "progress" in the shape of commercializing the land for sheep grazing. There is many a modern parallel, closer home, which will interest the thoughtful reader. $2.50

Strobel, Marion FELLOW MORTALS 2/21/35 Farrar & Rinehart

A more ambitious book than her previous novels, but still essentially a book for women and for rental libraries. The years 1916 to 1931 form the background in a story of an inarticulate but strongly intuitive girl, of her parents, her brothers and sister, and the men in her life. $2.00

February 15

Burlingame, Roger CARTWHEELS of The Education of Dan Edwards Doubleday, Doran

* A New England school story in the tale of a young headmaster who finds that teaching does not keep him educated, and forsakes the halls of learning for the outer world. A good story, with a real romance, and an indictment of the "big business" end of school finances. Likable school boys, the interwoven threads of their lives, the masters, the school itself. Just a suggestion of The Rats of Norway but more popular in appeal. There have been comparatively few stories of American schools, and a great many of English schools. This fills a definite need. $2.50

February 18

Albee, George NOT IN A DAY Knopf

* A satire, which has certain elements that may lead it to success. The life story of a woman bitten with the lust of power. As a girl she cancelled out home and family and truth to acquire a family tree; having acquired it she proceeded to lop off some branches and prune others, to turn topsy turvy the town where the family fortunes were laid, to become the big frog in the small puddle. It is a satire of great wealth, of show, of ostentation - somewhat dated, it reeks of the early years of the century, but might serve as a parable for the new crop of the rich. A character out of line, intentionally so, Claudine is too extravagant to be taken as gospel truth, but you can't help reading between the lines, and it's good fun. $2.00

Malraux, André THE ROYAL WAY Smith & Haas

* A tantalizingly exciting story of two white men and their adventures in the Siamese jungle, both in search of forbidden things, one of a man considered by the officials better lost, the other of carvings on deserted and forgotten temples which once dotted the "royal way". They find what they seek. They find too the murky depths of each other's natures. The adventures come to a climax when they discover the lost man, a blind slave of a hostile tribe, and find themselves facing a similar fate, which they avoid only to stumble on - what? The story ends on an unfinished note. A much better integrated book than Man's Fate which won the Goncourt Prize, but still lacking in clarity and incisiveness. Man's market - adventure in the tropics, lusty passions, primitive motives. $2.50

~~February~~ 20 3/6/35 - ✓

Banning, Margaret Culkin THE FIRST WOMAN Harper

Suggests The Path of True Love or some of her earlier books, perhaps - this story of Cinda Parrish who went into politics at the risk of her personal reputation and her love. But it proves a good school and she learns her lesson and comes back again. Serialized in the Post. Good feminine appeal, for circulating libraries. But a slim story at that. $2.00 ✓

Iles, Margaret SEASON TICKET Harper

A cross section of the lives of those traveling daily in the same compartment to London - a skilful dissection of characters, in relation to themselves and to their fellow travelers. There is romance, tragedy, frustration, and bitter despair in the pattern of these six lives. Good reading, realistic and vital. $2.00

February 20

Gerard, Francis THE SCARLET BEAST Longmans, Green

* Historical fiction for those who liked I, Claudius and Tros of Samothrace. The period is that of Hannibal and the Carthaginian Wars; the characters of our school days come to life. And against the relentless campaign of Hannibal for world supremacy three youths work out their destinies:- Marcus, the Roman; Seronic, the Gaul; Allucius, the Spaniard. Good adventure and the background of Rome, of Saguntum, of Carthage give a vivid picture of life in those far-off days. Written with gusto and swift imagery, one feels the vitality of the here and now, with the glamour of the past. A plus sale for teen age boys. $2.00

February ~~21~~ 20

Collins, Loyd CALL ME ISHMAEL Dodd, Mead

There seems to me to be a good deal of sound and fury in this book, signifying little. A long-winded story, written in the vernacular, of a clerk in a shipping office who lost his job, and joining forces with an ex-pal, got berths for both of them on one of the freighters belonging to the company for whom he had worked. Adventures along the water front, hit or miss jockeying round and about, secret shipping of contraband liquor, listening in on shady deals - and a thread of so-called romance in that both men have slept with a Hoboken damsel of easy virtue, and one of them has married her. Hard-bitten tale, which most shops can pass up. $2.50

O'Hara, John THE DOCTOR'S SON Harcourt, Brace

** Author of Appointment in Samarra in a collection of short stories, sketches for the most part that have appeared in The New Yorker. Intangible, touching on the fringe of reality, good characterization, photographic eye for human idiocyncrasies, the Hemingway touch in dialogue. The man has undoubted ability for getting human nature down on paper, and these short stories do not lean on the questionable assets which the conservatives resented in the novel. $2.50

February ~~25~~ 26

Brown, Rollo Walter THE HILLIKIN Coward, McCann

* The story of Giles Dabney who left the hills of Ohio to attend Harvard and let wisdom fill the empty spaces of his mind. But this is not the story of a schoolboy, rather the story of an individual, a dreamer. Not a story of good luck, but a story of the long, serious struggle for the fulfillment of dreams. Well-written, interesting, better than average fiction. $2.50

Hutchinson, R. C. ONE LIGHT BURNING 2/28/35 Farrar & Rinehart

Some day R. C. Hutchinson may write a great book. The Unforgotten Prisoner was almost great; One Light Burning is, perhaps, not quite so near the mark. But, at that, it is a better book than most. The story of a scientist who goes into the far north to seek a lost idealist, and who finds, on the way, the one woman who can stir him, but who fails in the goal he seeks. There is good adventure in the telling, though it is sometimes cluttered with words; there is an insidious thread of romance; but there is also a sense of incompleteness, of loose ends, of confusion. It is a book that disappoints while at the same time it intrigues the reader. $2.50 ✓

~~February 26~~ 4/2/35

Lion, Hortense THE GRASS GROWS GREEN Houghton,Mifflin

* A distinctly challenging story - and an interesting one - of a German immigrant family, with roots in Bavaria, where the old folks still held memories of the Napoleonic Wars, and with youth in America, exultant over the adventure of the Great War - the span of the life of Frieda, the eternal pioneer. It is typical of many stories of America, stories of the uphill climb, of fineness and pettiness, of imagination and perseverance, of good luck and bad. The characters are real. The incidents ring true. Most of our "chronicle novels" are rooted in the soil. This story is rooted in the city, where the immigrant boy and girl came, trusting to the older brothers who had come before them, and to the promise of a new country. Frieda had lost her great love; she was opportunist enough to seize what came her way later, and to build on that, making of it what she could. It's a story that grows on you. The publishers feel it their most promising "dark horse" and are backing it enthusiastically, with an initial advertising appropriation of $3,000. $2.50

February 27

Deeping, Warwick THE WHITE GATE McBride

* A "second string" Deeping, but none the less, a book that will qualify for the female branch of the Deeping market. The same old pattern - two lonely people who find each other, the one with a shadow in the past, the other seeking to restore his own sense of proportion. More than his usual sentimentality, with a blend of earthy characterizations and fairy-tale romance. Rental libraries. $2.00

February 28

North, Jessie Nelson ARDEN ACRES Harcourt, Brace

The story of the Chapin family who lived in one of the shacks on a mushroom development fifty miles from Chicago. And particularly the story of Joan, just beginning to grow up, of Loretta, her spoiled, erotic mother, who would never grow up, and of her grandmother, who held the little family together by her patient, unrelenting attack on the forces of disintegration and corruption. There's good old-fashioned sentiment, and there's a note of modern cynicism, and it's a book that deserves more attention than the average first novel. $2.00

Late February

Bishop, John Peale ACT OF DARKNESS 3/5/35 Scribner

Tidewater Virginia in the nineties - a strange case of criminal assult, charged by a young woman against the husband of a friend - and the effect of all that the trial uncovers on the sensitive boy whose story this chiefly is. It is not a pleasant book, nor one for your squeamish readers. A study in adolescent psychology, with rather extreme measures used to awaken his sexual instincts, by the uncle who later comes to trial. A limited market. $2.50 ✓

Train, Arthur JACOB'S LADDER 3/1/35 Scribner

A handbook for a social climber, this story of a man who made a fortune in patent medicines, and who hired a social arbiter to help him and his family up the ladder of New York and Long Island society. Readable, light entertainment, slim plot,

a blend of humor - but not keyed to Arthur Train's male audience, as with his favorite Tutt stories. Serialized in the Ladies' Home Journal. $2.50 ✓

March 4

Thirkell, Angela THE DEMON IN THE HOUSE Smith & Haas

An English Penrod, adored and deplored by his writer mother, he is the bane of her friends' existences. He tells everyone how to do everything - he teaches them their professions - he drowns them in talk. With his boon companion, the silent Donck, he has many quiet adventures, but not so quiet skirmishes with the grown-up world and his schoolmasters. He has his likeable moments, but is more insidiously poisonous a member of society than Penrod. Amusingly told, by the author of Wild Strawberries. $2.00

March 6

Streatfeild, Noel SHEPHERDESS OF SHEEP Reynal & Hitchcock

** Here's an author I've watched with interest. Parson's Nine was good entertainment; Tops and Bottoms a disappointment. Now comes Shepherdess of Sheep, under the aegis of a new publisher's imprint, and it is the best story of the three, and very different from either of the others. A delightful and unsentimentalized picture of a prosperous English country household, before, during and after the war, through the eyes of Sarah, who succeeded as a governess because she wasn't the governess type, but who became so necessary to the family that she found she could not be a person in her own world. There's much of the Miss Mole appeal. Try that audience and you will find "satisfied customers". $2.50

March 8

Webb, Barbara ALETTA LAIRD Doubleday, Doran

Romantic historical fiction with the setting old Bermuda, at the time of the American Revolution. The characters, a girl whose father has died in prison for his sympathies with the rebels, a youth who is in Bermuda to secure aid for the colonies, the nephew of the loyalist governor. The story is not particularly original, but it is good reading, and the setting is unusual. People who know the St. George's end of Bermuda will particularly enjoy it. Good rental library bet. $2.00

RECOMMENDED MYSTERIES AND WESTERNS

February 1

Knight, Kathleen Moore DEATH BLEW OUT THE MATCH Doubleday, Doran

Rattling good tale, a better story, perhaps, than mystery, though the solution is a complete surprise. Setting, an island off New Bedford; characters, natives of the Cape Cod type, summer visitors, and mysterious strangers. $2.00

Keeler, Harry Stephen THE FIVE SILVER BUDDHAS Dutton

A young American acquires one of five existing little statues, and the old Chinese proverb suggesting that one out of five has sinister powers and brings mortal peril starts a trail of crime and intrigue. $2.00

February 4

Shearing, Joseph MOSS ROSE Smith & Haas

A morbid study of two characters bound together by knowledge of a crime, for the Francis Iles audience. Better than his previous book. $2.00

February 21 20

Gregory, Jackson VALLEY OF ADVENTURE Dodd, Mead

A topnotch story of its type - combination of Kathleen Norris and a better than average western. There's enough shooting to appeal to the hardened western fan; but romance too in the story of the young teacher. $2.00

March 7

Roche, Arthur Somers SHADOW OF A DOUBT Dodd, Mead

A triangle of a movie actress, a young club man and a rotter, who is found shot in his apartment. A second murder cancels some suspects, and releases new clues. A good tale, well written, well sustained. New York night life and New York police. Ace high story. $2.00

PROBLEMATICAL BOOKS - Non-fiction

January 15

Herndon, John G. Jr. OUR NEW FEDERAL TAXES Winston

An essential book for the non-professional who has tax problems to meet, and does not feel it essential to consult a specialist. The book is based on the latest tax regulations, - income tax, gift tax, estate tax. The information is factual, clear, concise, readily understandable by the man on the street. The main questions that occur in facing the preparation of income tax returns of relative simplicity find here the answer. An index makes reference to specific problems easy. A book that should be displayed between now and mid March, as it is a plus sale possibility. Two years ago Herndon issued a similar book covering income taxes and the sale between January and March was large. The numerous changes between previous income tax regulations and the 1934 act make reference to some authority necessary. $2.00

Woll, Matthew LABOR, INDUSTRY AND GOVERNMENT Appleton-Century

Not an impressive boom from point of view of style or philosophy, but a straightforward exposition of the background history of labor in the United States, and a statement of the present situation, the status in relation to industry and government, the changes in theory and practice, the attitude toward the New Deal, the NRA and the Codes. What Labor finds wrong with the present policy and wherein they plan to revise it. Good fact book for the employer who wants to know where he stands with the future of labor. $2.00

Catt, Carrie Chapman, etc. WHY WARS MUST CEASE Macmillan

A symposium against war, presented by ten of America's leading women, writing for the National Committee on the Cause and Cure of War. Such names as Dr. Mary Wooley, Mrs. William Brown Meloney, Emily Newell Blair, Judge Florence Allen,

Jane Addams, Dorothy Canfield Fisher, Mrs. Franklin D. Roosevelt, and others, indicate the high quality of thoughtful research back of the work. Figures substantiate assertions as to the practical, theoretical and humanitarian reasons back of the plea against war. The economic aspects, the problem of new debts, the actual effect of war. The economic aspects, the problem of new debts, the actual effect of war on the new generation, the exploded theory that war stimulates the best in the fighters, the advance of science of destruction, the sum and substance of the reasons why another war must - at all costs - be avoided. A book to sell to club groups, to study groups, to active and intelligent women everywhere. $1.00

January 18

Putz, Alfred ANOTHER GARDEN NOTEBOOK Doubleday,Doran

A practical book for garden lovers and others, with good working information about raising certain kinds of flowers, making a compost heap, laying out a garden plan, and so on. All sorts of practical scientific facts are presented, - how to test seeds by blotting paper or canton flannel method, how to induce speedier germination by filing off the ends. Useful, practical, but lacks the charm of the Louise Wilder book reported in the last issue (page 12). See records of author's previous Garden Notebook. $1.50

January 24

Walsh, William S. M.D. MAKING OUR MINDS BEHAVE Dutton

A self-help book, which should prove constructive for those people who need this particular sort of self-analysis and stimulus. The encouragement the author gives in his claim that almost everything can be acquired, with proper understanding of one's own shortcomings and an honest facing of the needs for change, might be just what some people need. Many constructive suggestions:- analyzing prejudices, making up one's own mind, building for executive positions, learning to speak in public. etc. $2.50

January 28

Hegy, Reginald A WITNESS THROUGH THE CENTURIES Dutton

Another book on spiritualism, but not one that contributes anything as startling as in Open the Door (see page 11). Case data on home seances, how to conduct them, results secured, gradual development of psychic powers, explanations of demonstrations, effect on individuals, inspirational value. A book most shops can pass up. $2.00

January 31

Walker, Fred DESTINATION UNKNOWN Lippincott

* Easy reading, thought at times it stretches the credulity. It details the wanderings through North, Central and South America, of a well-born Englishman who, destined for the Army ran away from home and shipped before the mast. His cultural background made a sharp contrast from that of the usual soldier of fortune, but he had the courage, curiosity, restlessness that constantly drove him on. Any and every sort of job, beginning as a stable boy in Albany, going through cowpunching, gold digging, ranching, sheep herding in the Argentine, working in oil fields, getting lost in the jungles of Venezuela, fighting his way, and so on. Much the sort of life described by Charles Weil in Adventure's Wench. A mighty good yarn, free from fine writing, shot through with humor, flashes of information, casual commentary, all interesting entertaining, and largely accurate. A first rate man's book, for escape reading, and should be easy selling and easy renting. Frontis and map end papers. $2.50

~~Late January~~

Moats, Leone & Alice Leone OFF TO MEXICO Scribner

In view of the rapidly increasing tourist interest in Mexico this is a much needed book. It is an exhaustive (and exhausting) guidebook to touring Mexico by car. With the new highway shortly to be opened as the starting point, the authors select Laredo as their point of departure, and from there routes you, via small and large towns, to Mexico City, the West and the East Coast, the mountains, the tropics, picnic places and historical scenes. They plan day trips, week or weekend excursions. They send you by plane when roads and railroads fail. They time your driving to avoid night driving. They give historical background for places of call (and for the average traveler their facts are as sound as needful). There are hints as to food and drink, customs, passports, costs. If it is a practical guidebook you want, this is your book. They set a stiff program, but you can take it or leave it. With the Barretto book, Bright Mexico (page 344), your problem of what to suggest to the traveler Mexico bound, is taken care of for the moment. $3.75

February 1

Sokolsky, George E. WE JEWS Doubleday, Doran

A history and survey of the position of the Jew today - the early isolation, what broke it down, how it survives in prejudices, social, educational, economic. What the Jews themselves do to feed it. The "passing" of Jews. Prominent Jews in industry, politics, public life, commerce, banking, trade. What effect the Hitler outrages had on bringing Jews to the fore. Zionism as a solution, and the problems. Good factual information without too strong a bias. A frank facing of the problem every Jew faces. $2.50

February 6

Huxley, Julian SCIENCE AND SOCIAL NEEDS Harper

A practical scientist analyzes the contributions that science has made and is making to daily living, - to problems of food, shelter, clothing, war, peace, industry, economic security, social betterment. An exciting book, crammed with facts the general public scarcely knows. And a book that inspires interest and enthusiasm and that gives an intelligent viewpoint on what is helping make the world go round. A book that most people will find stimulating, and that should appeal to men and women, and to older boys and girls. Fully illustrated. $2.50

Harding, T. Swann THE POPULAR PRACTICE OF FRAUD Longmans, Green

Another book for the 100,000,000 Guinea Pigs market (though the author discredits the authors of that best seller and claims that they are inaccurate and have handled their material unscientifically). An expose of popularly advertised products and a defence of the defeated Tugwell bill. The facts are based primarily on research by governmental agencies. Many of the facts and figures parallel those given in Skin Deep and Partners in Plunder. Take your choice. Mine would be for Partners in Plunder as the most popular, this book as the soundest, and most far-reaching in its implications. $2.50

February 7

Weybright, Victor SPANGLED BANNER Farrar & Rinehart

An adequate and definitive life of Francis Scott Key, author of The Star Spangled Banner. The War of 1812 given in fuller detail than usually encountered to

give the background for the writing and reception of the famous verses. The book is not "inspired" but then neither was the subject. And since there is nothing else in the field, it should be a permanent reference book for schools and libraries. $2.50

February 6

Chesterton, G. K. AVOWALS AND DENIALS Dodd, Mead

Another delightful collection of typical Chesterton essays, dealing with all sorts and conditions of subjects, brief, pungent, witty, searching. One knows where one stands with him, and the book is a sound purchase for that limited market that wants light essays. $2.50

Morris, Robert T., M.D. FIFTY YEARS A SURGEON Dutton

A well known surgeon gives the history of fifty years of American surgery through his own life story. Starting in the days when anesthetics were almost a new factor, when modern surgery was in its infancy, when causes and treatment of infection were scarcely accepted in the present sense, he lived through the tremendous strides taken in the past generation, and makes the successive steps dramatic and personal in telling his own story. An honest, straightforward, intensely interesting autobiography, and one which the lay public will find thoroughly good reading, and the medical fraternity will appreciate. Not the human interest sort of autobiography that San Michele and Arches of the Years might be termed, but a sound story of one way of life devoted wholly to a beloved profession, dedicated to an eternal challenge to methods which might be bettered. An eye-opener to the inevitable guesswork of medicine, and a challenge to the tendency to cling to established tradition. $3.50

February 8

Poppleton, Marjorie & Blatz, William E. WE GO TO NURSERY SCHOOL Morrow

A picture book of the modern nursery school, photographs taken in a famous school, following the activities through the school day. Although the market is indicated for children's picture shelves, we feel that the major interest is for parents and educators. Dr. Blatz's reputation as a child psychologist gives the book an authenticity as a laboratory, which puts it into a different classification from the average photographic picture book, and widens its market. $1.00

February 9

Tchernavin, Vladimir I SPEAK FOR THE SILENT: Prisoners of the Soviet Hale, Cushman & Flint

The husband of the author of Escape from the Soviet gives here another facet of the terrible picture, less appealing in subject matter, perhaps, but convincing, readable, tragic in its implication. It presents the business man's side of the inner circles of Soviet Russia, from a scientist's point of view. Penalized because he belonged to the nobility, though he had no fortune other than his profession as director of production and research for the North State Fishing Trust, his imprisonment under the Soviet régime was occasionally relieved by similar service for them, though he chafed under the indignities and preposterous program, which involved death after death, a sacrifice to their own fantastic schemes. The story reveals the life and organization of the prisons, the treatment meted out to those dealing with the Communists. The market is comparatively limited; men chiefly, and those interested in Russia. $2.50

February 11

Miller, Max THE MAN ON THE BARGE Dutton

The author of I Cover the Waterfront gives us here, in a collection of episodes, sketches, bits of philosophy, a composite picture of a man withdrawn from life, but finding that life still comes to him. As captain of a fishing barge, off the coast line of Southern California, he sees all types of men and women, glimpses sides of their lives that - in his rightful position as a college graduate and man of breeding - he would never see. Leisurely, pleasant, fragmentary - the Max Miller market is a more or less established one, though this is not Miller at his best. $2.50

Vanderbilt, Cornelius FAREWELL TO FIFTH AVENUE Simon & Schuster

** Slated for a big popular success, with a double market. First, those readers who will avidly devour all the casual and familiar details of the background of riches and social glamor; second, those who will enjoy his indifference and cynical commentary on a passing class. And it is good reading, chatty, informal, occasionally humorous, filled with anecdotes of people in the public eye, and unfolding a side of the American scene that is fast disappearing. Critics may or may not give it a good press; but the popular appeal is there and the book will sell - and rent. Not only is the American scene depicted - New York, Newport, Washington, brief sojourns on the Coast, recurrent trips to the middle west; but the capitals of Europe, the intimate glimpses of royalty, excursions on the famous Vanderbilt yacht, the inside story of the American Cup Races, close-ups of the Roosevelts, Theodore and Franklin D. It's a concentrated survey of the social pages through several decades, from an oblique angle, tongue in cheek. Advertising push back of it. $3.00

February 13

Hopkins, Arthur GLORY ROAD Dutton

A symbolic book, which might be called ten parables and a moral, with a bit of satire. The "glory road" signifies the paths bearing men on their way. A dialogue between an old man and a youth reveals the passing scene:- people seeking and finding truth, only to destroy it in attempting to fit their pattern to other's needs; the struggle for supremacy between emotion and wisdom; strong machines out-moding strong men; the complications of government, worship, individual growth; efficiency becoming a God of the people, and so on. Not a book that will be easy to sell, so buy carefully. $2.00

February 15

Holcombe, A. N. GOVERNMENT IN A PLANNED DEMOCRACY Norton

An outgrowth of the Harvard Business School in relation to government, and good for a comparable sale with Holcombe's earlier book. But not a book for light reading. An analysis of the New Deal, with a definite bias in favor of giving the breaks to Capital and Labor rather than the Middle Classes. A plea for the experimental attitude and for elasticity in organization, in order to make possible a welding of political planning and efficient administration of public business; a plea for the way out as an escape from Communism and Fascism. A book for light buying and a rather specialized market of those definitely interested in theories of government. $2.00

February 15

Collier, Wm. R. & Westrate, Victor — THE REIGN OF SOAPY SMITH — Doubleday, Doran

A lively and virile biography of one of the men who helped build the fiction of the "wild and woolly west" and who actually lived in the '80's and '90's in Denver and in various mining camps, where he won fame as gambler, confidence man, promoter, and leader of a gang of thieves. Enormous research has gone into building a brilliantly realistic background; gold camps come into being; the west takes form as you read. Famous characters from boom town history cross the pages. The Klondike gold rush offers a chance to change a kingdom for an empire, and Soapy seized and made the most of it until irate citizens took matters into their hands, and he fell the victim of a Vigilante's bullet. Good "escape reading" and should be easy to sell and good rental library item for men readers. $2.50

February 18 ✓

Sinclair, Gordon — LOOSE AMONG DEVILS — Farrar & Rinehart

* Again the Canadian newspaper man makes capital of his adventures into strange places, this time the French penal colony, Devil's Island, and the interior of Nigeria, West Africa. Swift moving, exciting reading, crammed with action, anecdotes and startling revelations, this lives up to the pace of his earlier books and combines adventure and exploration for the fireside traveler. Devil's Island emerges with some of the accumulated horrors eliminated, but takes on a different and equally enthralling character of its own. Nigeria releases him unscathed, but more than partially convinced that voodoo and secret cults have a power that cannot be denied, but that the natives are, for the most part, naive, friendly and childlike. $2.50 ✓

Bennett, M. E. — BUILDING YOUR LIFE — Whittlesey House

Given the choice for purchase between this and Making Our Minds Behave (see page 26), I'd choose this as getting at the roots of self-analysis and constructive building of character rather than the other, which in contrast seems very superficial. Step by step, Bennett teaches a method of self-study, of human engineering, that becomes, in the process, a game and a challenge. A "self-help" book of constructive value. $2.50

~~February~~ 20 March ✓

Armer, Laura Adams — SOUTHWEST — Longmans, Green

For a very limited audience. The author of the Newbery Prize winner, Waterless Mountain, has tapped the rich vein of her knowledge and love for the great southwest in an inspirational book, which catches the hidden meaning and underlying significance of the beauties of the country and the philosophy of the people. Not in any sense a travel book, for the chapters are like separate and distinct moods, essays, fragments of anecdote and characterization and incident. Arizona, Nevada, New Mexico, bits of California - but there is no orientation of place, only of spirit. Illustrations in the medium of her other books, beautifully reproduced. Sell as a gift book to those interested in that part of the country. $3.00 ✓

Kingsmill, Hugh — THE SENTIMENTAL JOURNEY — Morrow

A life of Charles Dickens in which the author has interwoven the slender thread of the facts of his career, with the books that grew out of it, the characters built upon various facets of actual people, of shifting moods of the author in his

relation to them. Not a biography in the ordinary sense, but a searching into the man and his work as a mirror reflecting him. For Dickens' enthusiasts; for schools and colleges and public libraries. Not the type of book likely to get a wide general sale, so watch your purchase. $3.00

~~February 25~~ 3/8/35

Rea, George B. THE CASE FOR MANCHOUKUO Appleton-Century

A challenge to the public that accepts placidly the theory that Japan has sinned against China and the world. The author builds up, convincingly step by step, the theory that Manchoukuo had every right to set up an independent kingdom, every right and need to call upon Japan for protection; that the fault in the Far East lies with the Occidental nations, that the precedent has been set up and supported on every side and over long periods of time. That America is being led blindfold into trouble with Japan. And that the way is being opened for Soviet supremacy in the Far East. The facts are given lucidly and interestingly, with little attempt at dramatization or scareheads. A book for the thoughtful reader who wants to know what is actually going on in the Far East. $3.50

Late February

Brewer, Reginald THE DELIGHTFUL DIVERSION 3/12/35 Macmillan
The Whys and Wherefores of Book Collecting

* Delightful, easy reading, practical, inspirational - a book for the beginner as well as for those who have already caught the bug. He gives enough of the background of book collecting, enough of the pitfalls, to help the beginner decide which path he shall tread, early firsts, modern firsts, special editions, or what have you. A book that should result in substantial plus business if you place it in the right hands. Practical facts about how to recognize firsts, what constitutes the ultimate value, how "points" control value, and so on. Specific facts about collector's items, relative value, etc. Guide to first aids in other books and catalogues. $3.00

Eddington, Sir Arthur NEW PATHWAYS IN SCIENCE 3/1/35 Macmillan

For those who read The Nature of the Physical World. This book deals with such topics as the expanding universe, the end of the world, the philosophical implications of modern theories of physics and astronomy. Book based on the Messenger Lectures delivered last Spring at Cornell. Illustrated with photographs. $2.50

Stuart, Francis THINGS TO LIVE FOR 2/19/35 Macmillan

A spiritual autobiography of the author of Pigeon Irish, The Coloured Dome, etc. There is the same elusive charm, the same seeking after abstractions, the same deification of beauty, that characterizes his novels, but there is greater clarity, better integration. The slender thread of the facts of his life is almost lost in the philosophical attitude, the eternal seeking. A book for the Francis Stuart fans, but not a book which is apt to widen his market. Buy carefully. $2.50

Armstrong, H. C., editor ESCAPE! McBride

First hand experiences of men who escaped from prison camps and prisons during the war. Good adventure and human interest stories, rather than "literature". But there is sincerity and vigor and a sense of fundamental drama in the telling. The men represent five nationalities, and six or seven different settings for the prisons. Appeared in England under the title On The Run. For men who like to read personal narrative and war stories. $2.75

Late February

Berridge, W. S. ALL ABOUT BIRDS McBride

Not strictly a field book, but rather a study of the habits of birds, their ways of life, mating, nesting, egg laying, care of the young, migration, and so on. Different classifications, and group habits and characteristics. Illustrated with photographs. Good reference book for libraries and schools. $2.50

Champly, Henri THE ROAD TO SHANGHAI McBride

Sequel to The Road to Buenos Aires, by Albert Londres, and dealing with the same subject, the white slave traffic. This second book was inspired by Londres' statement that the "road" had shifted to the Far East. After his death, Champly took up the investigation and proved the fact. The first book had a wide sale, not only to those interested professionally in problems of humanity, but to the general public. The story is told in journalistic style, with numerous anecdotal material and personal investigations. $2.75

O'Crohan, Tomas THE ISLANDMAN 3/1/35 Scribner

A book that picks up the loose threads of Twenty Years A'Growing by Maurice O'Sullivan and fills in the gaps. Another story of the Blaskets, this time the autobiography of an old man who lived there virtually all his life. Much more meticulous in detail as to the daily round of events, the houses, the furnishings, the ways of life, the individual members of the tiny community, the relations to the world outside, the fights against taxation, the changes made in private property, the schools, the tiny evidences of encroaching "civilization". Good reading and with much of the same graceful Gaelic phraseology that characterized the other book, but there is not the freshness, the spontaneity, the artlessness that caught the public off guard, and won wide popularity for the story of the island boy. Sell to same market. $2.50

Stoddard, Lothrop CLASHING TIDES OF COLOR 3/8/35 Scribner

A revelation of the fact which we know but do not face, that the white world is slipping from its peak of supremacy, and that within every part of it, there is a clash of nationalities, races, interests, which negates the force of opposition, and makes way for the forces of Cummunism, Nationalism, disintegration. As with his challenging Rising Tide of Color, there is much that is controversial, but at the same time, much that is revealing and important for the thoughtful reader interested in international problems. $3.00

March 5

Kantor, MacKinlay TURKEY IN THE STRAW Coward, McCann

American ballads, carved out of a rich knowledge of sectional idioms and viewpoints, and rendered with a sense of human and dramatic values, rather than any profound gift of poetry. Charmingly illustrated with pencil sketches. As author of the popular Long Remember, Kantor's verse should find a ready market. $2.00

March 13

Thomas, Mary DICTIONARY OF EMBROIDERY STITCHES Morrow

A book you should know about and call to the attention of those of your customers who might be interested. A practical guide, containing more than three hundred stitches, concisely explained and illustrated with diagrams. Alphabetical order, with cross references where a stitch is called by different names. Use of various stitches suggested. Amusing sketches. Six photographs of world famous pieces of needlework. A book that domestic science departments in schools should have. $2.00

Announcing New Editions of

Bywater, Hector C. SEA POWER IN THE PACIFIC Houghton, Mifflin

Timely revision of this standard book on the American-Japanese naval problem. Illustrated with maps. January publication. $3.50

and of

Griffis, William E. CHINA'S STORY Houghton, Mifflin

Enlarged edition of a book that has had a wide sale. January 29. $2.50

Announcing the Completion of the

Seligman, E. R. A. ed. ENCYCLOPAEDIA OF THE SOCIAL SCIENCES Macmillan

See Macmillan catalogue for details on this scholarly synthesis of the social sciences. The fifteenth and last volume will be issued in mid February. An essential for large public libraries, and for the student of social science. $7.50 ea.

and of

25 famous names THE MODERN READERS' SERIES Macmillan

See catalogue for the list which contains many of the most popular Macmillan titles of comparatively recent publication, at the low price of $.90 ea.

Popular Edition of

GROVE'S DICTIONARY OF MUSIC AND MUSICIANS Macmillan

Now issued at greatly reduced price. Six volumes, identical with $40.00 edition except for reproduction of color plates in black and white. February 26. $18.00

Note These Changes in Title, Prices and Publication Dates

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Weston, Harold	- BANQUET FOR FURIES (Coward,McCann) from 1/29 to 2/14	330
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Houghton, C.	- THIS WAS IVOR TRENT (Doubleday, Doran) from $2.00 to $2.50	3
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